



## ***2012 SEXUAL ASSAULT AWARENESS MONTH (SAAM) ACTIVITIES***

April is Sexual Assault Awareness Month. SAAM events should be planned as early as possible. It is recommended that you first determine your budget, installation or unit need and past events. The following are examples that can be used in planning SAAM events.

- **Submit articles in your installation and civilian newspapers**

Articles should be submitted at least a week in advance of SAAM.

- **Celebrate National SAAM Day of Action** - with a major event and the signing of the 2012 SAAM Proclamation.

- **Make a Plan with Your commander**

Upon deciding the SAAM events, develop a proposal to be routed up the chain of command for approval. Schedule an appointment with your commander to move forward with event.

- Provide self –defense /assertiveness workshops.

- Participate in a **Take Back the Night March** in your community or on campus to make a statement that women have the right to be in public and to go about their lives without the risk of sexual violence.

- Volunteer or donate to a rape crisis center at the local or national level.

- **Flashmob**

A large group of people who assemble suddenly in a public place (Like the Dining Facility, staff meeting, your SAAM event, etc.), perform an unusual and pointless act for a brief time, then disperse. This is a great opportunity for Service members to make a statement about sexual assault in the military. For ideas there are several on YouTube and the internet. Be creative!

- **Run PSAs on your local installation television and radio stations**

- **Partner with local civilian organizations**

You could invite these outside groups to talk about their services with you, your installation commander and other members of the Sexual Assault Response Team.

- **Hold a Q and A Day**

Building an informed community is one of the strongest ways to ensure awareness and support of your sexual assault efforts. To that end, you could hold an open forum to discuss sexual assault in a non-threatening environment. You might consider separating the genders so that each side can be heard honestly and without filters.

- **Organize an “Envisioning Group”**

Through your Envisioning Group at your installation, you can brainstorm on what the military can do to stop sexual assault and improve on sexual assault prevention and response.

- **Celebrate Denim Day Every year since 1999**, Peace Over Violence has organized Denim Day USA. It is a rape prevention education campaign. As part of this event, community members, elected officials, businesses and students are asked to make a social statement with their fashion statement and on this day wear jeans as a visible means of protest against misconceptions that surround sexual assault. For more information, visit:

<http://denimdayusa.org>.

- **Hold a White Ribbon Campaign**

The White Ribbon Campaign is the largest effort in the world of men working along side women to end violence against women. In more than 55 countries, campaigns focus on educating men and boys. In some countries, it is a general public education effort focused on ending violence against women. <http://www.whiteribbon.ca/>.

- **Partner with Other Agencies**

Join with other programs such as Equal Opportunity, Drugs and Alcohol Program, Family Advocacy Program, etc. for additional opportunities to spread the message and educate on how sexual assault relates to other issues facing our Service members.

- **Partner with Local Schools**

Educate students on inappropriate sexual behaviors that can lead to sexual assault. Organize a school dance with local civilian rape crisis centers; speak at an assembly, etc, to foster good will between the military and the surrounding civilian population.

- **Operation Law Enforcement**

Our law enforcement partners are one of several first responders needed to successfully fight against sexual assault. SAAM is an opportunity to get to know your military police or security forces and for them to become more involved. For example, you could request permission to tie teal ribbons to the antennae of military police cars on the installation.

- **Connect Activities to Alcohol Awareness Month (also in April)**

Work with your Drug and Alcohol Officer or NCO to brainstorm ways to collaborate in conjunction with SAAM. Alcohol Awareness Month, sponsored by the National Council on Alcoholism and Drug Dependence since 1987, encourages local communities to focus on alcoholism and alcohol-related issues. An integral part of Alcohol Awareness Month has been Alcohol-Free Weekend, which takes place on the first weekend of April. Alcohol-Free Weekend

is designed to raise public awareness about the use of alcohol and how it may be affecting individuals, families, and businesses. For information, visit [www.samhsa.gov](http://www.samhsa.gov).

**Remember to submit a calendar of your installation SAAM events to [angela.r.byrd@civ.mail.mil](mailto:angela.r.byrd@civ.mail.mil), SHARP Program Office, Strategic Communication Branch.**

**Please check our website periodically for updates. ([www.preventsexualassault.army.mil](http://www.preventsexualassault.army.mil))  
If you have any questions, contact your installation SARC/SHARP or UVA/SHARP or email the SHARP Program Office, Strategic Communication Branch.**